

EUR/IRC Directors' Conference
December 1 - 5, 2003

	Monday			Tuesday			Wednesday			Thursday			Friday		
	3rd Floor Multi-purpose Room			3rd Floor Multi-purpose Room			3rd Floor Multi-purpose Room			3rd Floor Multi-purpose Room			3rd Floor Multi-purpose Room		
9:00	Plenary Opening: E-Diplomacy : Using technology to support public diplomacy. Joe Johnson, acting director, eDiplomacy Office, DOS (Introduction by Peg Walther, IRO)			Plenary A: The Transition from PDNet to OpenNet + : the outlook from Washington (Kevin Hunter, Computer Specialist, IIP/ECQ/IT/NSU) (Introduction: Peg Walther)			Plenary B: IRC as a Function not a Place (Opening statement: Holly Murten, panel: Pam Dragovich, Miriam Jaster and Petter Naess)			Plenary C: Sharing Outreach Products Across IRCs (Eric Johnson, Barbara Conaty, Nancy Rajczak and Kyle Malone)			Plenary D: State Messaging and Archive Retrieval Tool Set (SMART) Barry Fulton (Consultant, Office of the Under Secretary for Management)		
10:30	B R E A K														
11:00	A1	B1	C1	A4	B4	C4	A7	B7	C7	A10	B10	C10	A13	B13	C13
	3rd Floor Multi-purpose Room			Computer Room B, 4th Floor Rm. # 412	3rd Floor Multi-purpose Room		Computer Rm. B, 4th Floor Rm. # 412	3rd Floor Multi-purpose Room	Seminar Room 3rd Floor Rm. #313	Computer Rm. B, 4th Floor Rm. # 412	3rd Floor Multi-purpose Room		Seminar Room 4th Floor Rm. # 411	Seminar Room 3rd Floor Rm. #313	3rd Floor Multi-purpose Rm.
	Managing the Transition from PDNet to OpenNet + Panel discussion of IRC who have completed the transition. Tips and guidance for managing the integration (Marge Melun, Giovanni Guasina, Holly Murten, Pam Dragovich, Peg Walther)			Factiva for the infrequent user (Marge Melun, Stephanie Jack)	Measuring the effectiveness of IRC outreach activities: Evidence of effectiveness; Soliciting audience feedback (Eric Johnson, Ann Holland, Kyle Malone, and Pam Dragovich)		Factiva for the infrequent user (Marge Melun, Stephanie Jack)	CAJE: A panel discussion of those who have been through the process (Pam Dragovich, Susan Aramayo, Snejana laneva, Patricia J. Duffy and Sheryl Woo, Human Resources Officer Vienna)	New tendencies in outreach activities: Blogs; New programming online; RSS; Using ProQuest SiteBuilder (Nancy Rajczak and Barbara Conaty)	Lexis-Nexis discussion group and open forum (Marge Melun)	Dealing with Anti-U.S. sentiment: working in an unfriendly environment: "Hate your policies, love your institutions" DVC with Helena Finn, PAO, Tel Aviv (Petter Naess, Miriam Jaster, Eddie Olislaeger, Nancy Rajczak, Holly Murten, Neil Klopfenstein)	Technology tools for collaboration: blogs and on-line reference service (Peg Walther, Petter Naess)		Ergonomically correct: How to design healthy work settings (Holly Murten, Annette Blakeslee, nurse practioner, U.S. Embassy Vienna)	Telling America's Story: a brainstorming session on developing new outreach products that would effectively reach the EUR target audience (Eric Johnson, Neil Klopfenstein (IIP/T/SV), Bea Camp (IIP/G/EUR)
12:30	L U N C H														
14:00	A2	B2	C2	A5	B5	C5	A8	B8	C8	A11	B11	C11	A14	B14	C14
	Seminar Room 4th Floor Rm. # 411	Conference Rm., 2nd Floor Rm. # 212	Seminar Room 3rd Floor Rm. #313	Computer Room B, 4th Floor Rm. # 412	Seminar Room 4th Floor Rm. # 411	Seminar Room 3rd Floor Rm. #313	Computer Rm. B, 4th Floor Rm. # 412	Seminar Room 3rd Floor Rm. #313	Seminar Room 4th Floor Rm. # 411	Seminar Room 3rd Floor Rm. #313	Seminar Room 4th Floor Rm. # 411		3rd Floor Multi-purpose Room		
	Contact Management Software: a look at the alternatives (Marge Melun, Maguy LeRoy, Michael Funch, Giovanni Guasina, Eddie Olislaeger)	Working Solo in the IRC (Susan Aramayo and Pam Dragovich)	Basics of good design: Developing templates, logos, and content for IRC print publications (Nancy Rajczak and staff at RPO graphics section)	Factiva for the experienced user (Marge Melun, Stephanie Jack)	Reporting: Writing monthly reports, highlights, annual plans and sharing learning training experiences (Ann Holland, Pam Dragovich)	Audience Strategies:- Engaging new audiences; - "speak softly..."- reaching a broader, younger audience (Nancy Rajczak)	Factiva for the experienced user (Marge Melun, Stephanie Jack)	Working effectively with IIP: making the best use of IIP services and products (Bea Camp, Office Director, IIP/G/EUR; Pam Dragovich)	Marketing techniques applied to outreach: Relentlessly marketing the IRC; Permission-based marketing; Corporate strategies applied to IRCs (Eric A Johnson and Eddie Olislaeger)	Repurposing IIP products (Eddie Olislaeger)	U.S. Society and Values website reconstruction starting from scratch: content and concepts; a discussion with Neil Klopfenstein, IIP Office Director, IIP/T/SV		Improving lines of communication between IRCs and Washington (Mike Hurley, deputy director EUR/PPD, joined by Bea Camp, office director IIP/G/EUR and Ann Holland, IRO, IIP/G/IR) Introduction: Eric Johnson		
15:30	B R E A K														
16:00 - 17:00	A3	B3	C3	A6	B6	C6	A9	B9	C9	A12	B12	C12	3rd Floor Multi-purpose Room		
	3rd Floor Multi-purpose Room	Seminar Room 4th Floor Rm. # 411		Computer Rm. B, 4th Floor Rm. # 412	3rd Floor Multi-purpose Room		Computer Rm. B, 4th Floor Rm. # 412	Seminar Room 4th Floor Rm. # 411	Seminar Room 3rd Floor Rm. #313	Computer Rm. B, 4th Floor Rm. # 412	Seminar Room 4th Floor Rm. # 411	Seminar Room 3rd Floor Rm. #313			
	Web templates and the Content Management System: a DVC with IIP (Peg Walther and Marge Melun)	Principal centered leadership: the essence of the 7 Habits of Highly Effective People (Ralph Kwong, Deputy Director RPO)		Factiva for current awareness tools: tracker, latest news, creating news pages (Marge Melun, Stephanie Jack)	Building Strategic Relationships within the Mission - Inreach: developing strategic alliances within the Mission (Kyle Malone, Pam Dragovich and Susan Aramayo)		Factiva for current awareness tools: tracker, latest news, creating news pages (Marge Melun, Stephanie Jack)	Adding oversight of American Corners to the IRC Director's portfolio: the challenges, the issues, the opportunities (Eric Johnson)	Packaging reference requests: value added research analysis (Nancy Rajczak, Holly Murten)	Lexis-Nexis discussion group and open forum (Peg Walther and Marge Melun)	Time Management (Susan Aramayo)	Reaching Beyond the Boundaries of Religion: Outreach to Muslim populations in EUR: In countries with Muslim majorities: Turkey and Uzbekistan; In countries with Muslim minorities: Russia and Germany,	Wrap-up: EUR/IROs present the best ideas and feedback from each of the tracks: Technology, Management, Outreach; Eric Johnson, Peg Walther, Holly Murten		
													CLOSING RECEPTION IN THE LOBBY OF RPO (Ground Floor)		

A = Technology
B = Management
C = Outreach